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# Jokey and circolution bring reusable packaging into industrial practice



Reusable buckets presented at interpack 2026 meet a system for return, cleaning and tracking

**Wipperfürth, June 25, 2026** | At interpack 2026 in Düsseldorf, the Jokey Group presented new reusable buckets for industrial applications for the first time. Together with system partner circolution, Jokey is transferring reusable packaging into an approach that can be integrated into existing supply chains and processes of industrial customers.

## **Reusable packaging requires a functioning system**

Jokey does not see reusable packaging as a product, but as the interaction between packaging and process. What matters is that return logistics, cleaning, storage, transport and data transparency work together reliably. Only then does reuse become practical in everyday industrial operations.

To provide this system performance, Jokey works together with circolution GmbH. circolution organizes return logistics and circulation management, including cleaning, tracking and reporting. Tracking enables the clear identification of containers, monitoring of circulation cycles and transparent documentation of availability and inventories across the entire supply chain.

"Reusable packaging is not a product, but a system. Only when return logistics, cleaning, availability, storage processes, transparency and data work together reliably does reuse become truly practical for companies in their day-to-day operations. That is exactly the operational foundation we are creating," says Maximilian Bannasch, co-founder of circolution GmbH.

## **Developed for industrial use**

The new reusable buckets are designed to be integrated into existing processes with minimal effort. In many cases, no modifications to existing filling lines are required. The containers are designed for multiple reuse, stackable and built for high circulation volumes. They are made of a single material (polypropylene), making them recyclable and suitable for cleaning to high hygiene standards.

To further improve washability, the design deliberately omits a handle. In addition, integrated drainage holes in the rim prevent water from collecting in the container after the cleaning process.

"With our new reusable buckets, we show that future requirements can not only be met, but translated into practical and economically viable packaging solutions. Our key objective is to make reuse as simple as possible and to keep the entry barrier for our customers low," says Ramona Lob, Leader Business Unit Reusable Packaging at the Jokey Group.

## **Pilot project demonstrates implementation in everyday operations – Kaffee Braun**

A pilot project with Kaffee Braun demonstrates how the approach works in practice. The coffee roastery has been a Jokey customer for more than 30 years and previously used standard containers. In the

future, the company will rely on the new square reusable bucket with a capacity of ten liters.

"For us, it was important that the solution is not only designed with the future in mind, but also works in everyday operations. Jokey's new reusable bucket fits well into our processes and is a meaningful step toward making our packaging more durable and future-ready," says Jonas Braun, Managing Director of Kaffee Braun GmbH.

### **Focus on food applications**

The reusable buckets are primarily designed for applications in the food industry. At launch, Jokey offers the reusable buckets in three versions: **5 liters square, 5 liters round and 10 liters square.**

### **About the Jokey Group**

The Jokey Group is a company in the plastics processing industry. For more than 55 years, Jokey has stood for expertise in plastic injection molding and customer-oriented service. With 2,100 employees, Jokey manufactures at 14 plants in 11 countries and supplies customers in around 80 countries.

### **About circolution GmbH**

circolution is a pool operator for reusable packaging in B2C and B2B supply chains. Its focus is on predictable returns, efficient processing and data-based monitoring of circulation cycles and inventories.

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